

# **The Effect of Promotion Through Social Media on Consumer Purchasing Decisions at E-Commerce Brand Lee Cooper**

**Hadi Ahmad Sukardi**

Faculty of Economics, Universitas Sangga Buana Bandung  
hadi.ahmads@usbykp.ac.id

**Anna Yuniar**

Faculty of Economics, Universitas Sangga Buana Bandung  
annayuniar12@gmail.com

**Ahmad Zulfahmi Ubaidillah**

Faculty of Economics, Universitas Sangga Buana Bandung  
ahmad.zulfahmi@usbykp.ac.id

**Agrie Wahyudi Kharisman**

Faculty of Economics, Universitas Sangga Buana Bandung  
agrie.wahyudi@usbykp.ac.id

**Tanto Trisno Mulyono**

Faculty of Social and Political Sciences, Universitas Sangga Buana Bandung  
tanto.trisno@usbykp.ac.id

## **Abstract**

This study aims to test the hypothesis of the effect of promotion through social media on consumer purchasing decisions on Lee Cooper e-commerce in Bandung City. The research method used is a quantitative method with a survey approach. Data was collected through interviews and filling out questionnaires to consumers of Lee Cooper products in Bandung City. The results showed that promotion through social media has a significant influence on consumer purchasing decisions. In the research period which lasted for six months, promotion through social media succeeded in increasing the level of consumer purchases on Lee Cooper e-commerce. This research contributes knowledge in the field of marketing management, especially in understanding the influence of promotion through social media on consumer purchasing decisions. The results of this study can be a reference for further research in this field.

## **Keywords**

Promotion Social Media and Consumer Purchasing Decisions

## **1. Introduction**

The development and growth of technology in today's global era is very influential on human life. Currently, computer technology has an important role in the dissemination of information, with the internet people receive any information, one of which is in terms of shopping. Currently, the trend of buying and selling via the internet online is a new thing in the community. The existence of e-commerce is considered by consumers to be very helpful in terms of shopping where they can buy and choose the products they want in just one application (Themba, 2021: 6).

Shopee is one of the marketplaces used by Indonesian citizens, very easy to use, the shopee marketplace itself offers a wide range of products at affordable prices for all Indonesian people, as well as a variety of interesting products ranging from branded products to products - household needs. Because currently shopping online is very easy and

there are so many promos or discounts so that people are very interested in shopping online, and also with online shopping it is very easy to make transactions through digital wallets or with cash on delivery (Ardiansyah & Nurdin, 2020: 137).

Purchasing decision is a problem-solving process consisting of analyzing needs and wants, searching for information, evaluating sources of selection of alternative purchases, purchasing decisions, and behavior after purchase (Muhammad, 2021: 2). From this understanding, the buyer will do research first before making a transaction. Consumers will decide to buy if it suits their needs and desires.

One of the products that utilizes online media, namely Shopee e-commerce, is the Lee Cooper brand. Lee Cooper Indonesia is a business in the fashion sector which continues to grow every year. The business was founded in 1908 and has only been in Indonesia since 1989 by Morris Cooper. Lee Cooper is one of Europe's first and oldest denim brands, authentic denim and also a leading brand that is parallel to denim products from America. Since its inception, Lee Cooper has been a leading name in British and European style fashion for decades, setting trends, fostering innovation and driving Youth Culture. Lee Cooper is widely loved and worn throughout Indonesia. Lee Cooper has come to be known as "The Great British" and also "Original European".

Now Lee Cooper does not only produce jeans products over time, the type and variety of target markets have begun to develop until now it has reached consumers of all genders and ages with various types of products. Based on internal interviews with the Lee Cooper brand manager, there are several competitors, namely Wlangler, Lois, Edwin, and Levi's. To be able to find out the development of Lee Cooper product sales in shopee e-commerce during 2022, it can be seen in the graph below:

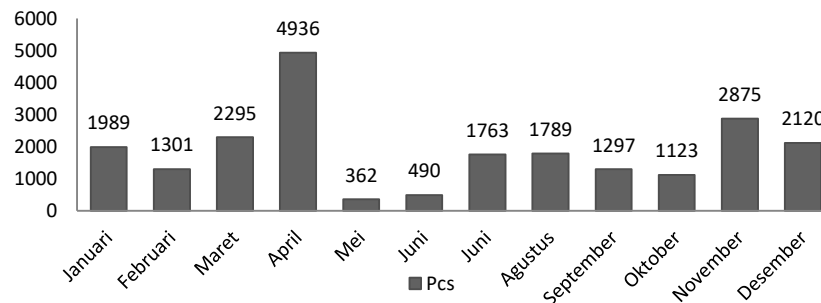


Figure 1.1  
Sales Report of Lee Cooper Products at E-Commerce Shopee in 2022

Based on Figure 1.1 above, in May and June, it shows the lowest graph because in that month the stock of products sold is only a few, there are no promos and discounts offered, resulting in a decrease in sales. while in April the products sold increased greatly, this is because the products offered are diverse and there are Eid promos and discounts so that sales in that month greatly increased. Total sales during 2022 in shopee e-commerce were 22,340 pcs, with average sales per month of 1,861 pcs. This shows that sales have not reached the desired target, because the company has a sales target of 6,300 pcs every month. From the data above, it can be concluded that sales are still very volatile so that the products sold on shopee Lee Cooper e-commerce have not reached the target desired by the company.

Social media is an important part of a larger and more complete sales, service, communication, and marketing strategy that reflects and adapts to the market and the people who define it. Social media is used as a promotional tool because it has a direct response to consumers. In promotions that are carried out to convey information to consumers, advertising activities are the main media for companies to support promotional activities. This very rapid technological development allows business actors to reach a wider range of consumers through social media such as Instagram, Tiktok, Facebook, and so on. Social media is a promotional tool that anyone can use, so it can expand the sales promotion network. (Iksyanti & Hidayat, 2022: 30)

This phenomenon makes business people get to know their consumers more closely. Business actors can find out clearly about who consumers are, the age range and even gender from social media. This information can help the promotion process to the right target consumers. One of the benefits of social media for business development is the ability to see market tastes. Through the habits that consumers do on social media, businesses can see how consumer tastes change with the times. This provides an advantage for businesses, because they will get information about what products consumers will like.

Social media promotions carried out by a business can influence one person's thinking which will have an impact on the thinking of others more broadly before making a purchase decision (Muhammad, 2021: 3).

In the tight competition in the fashion sector, it is very important to have the right promotional strategy so that products can compete with their competitors. Therefore, Lee Cooper is currently utilizing social media technology such as Instagram and Tiktok to attract consumer interest.

Lee Cooper has an official Instagram and Tiktok account and is active in it by sharing various kinds of content and information about its products. Currently Lee Cooper has 42 thousand followers on his Instagram account and on his Tiktok account has 36 thousand followers.

The existence of Lee Cooper's Instagram and Tiktok allows their followers or consumers to get the various information they need regarding Lee Cooper products, because on Instagram and Tiktok they share various content ranging from info about ongoing promos such as discounts, and cashback. This is done because Lee Cooper customers cannot continuously observe and know what promos are taking place. Therefore, with this content, Lee Cooper consumers can become aware and interested in making transactions. However, Lee Cooper's social media accounts in making content tend not to follow viral trends, there are no new innovations in making content that attracts consumers, besides that in responding to consumer questions in the comments column of social media accounts, they are less friendly and tend not to provide clear information so that they consider purchasing decisions.

This research is based on the phenomenon of promotion through social media on the Lee Cooper e-commerce brand, in order to obtain clearer information and prove it, it is necessary to conduct scientific research. Previous research proven by (Iksyanti & Hidayat, 2022) shows that there is an influence of promotion through social media on purchasing decisions, while in research (Zanjabila & Hidayat, 2017) says that promotions through social media are little known so that the influence on purchasing decisions is very small.

## **2. Literature Review**

Promotion is all types of marketing activities aimed at encouraging consumer demand for products offered by producers or sellers. According to (Wibowo & Priansa, 2017) promotion is an element used to inform and persuade the market about new products or services in the company, right by advertising, personal selling, sales promotion or publicity. Meanwhile, according to (Arifin, 2019) promotion is a communication between the seller and the target market to influence attitudes and behavior. Online promotion is marketing carried out via the internet which is a public network through computers that connects various parties to various parts of the world. (Santria, 2020: 20)

Based on the above understanding, online promotion is a company that markets its products through online media so that companies can connect with consumers in various parts of the world as long as there is internet. In the current era of rapid technological advances, buying and selling transactions can be carried out at a short distance and time through electronic devices and internet technology. In the internet world or virtual world, of course, you often hear the term e-commerce, especially for online business people. In the general world, e-commerce or electronic commerce is an activity related to the sale, purchase, marketing and payment of goods or services that utilize electronic devices, namely the internet or other computer networks.

E-commerce is a website that provides online buying and selling transactions that utilize internet facilities where there are websites that can provide "get and deliver" services. While other definitions can be quoted from several experts as follows. According to Adi Sulisty, e-commerce is a trade transaction through electronic media connected to the internet, this refers to the internet network for online shopping and its reach is narrower, and the method of transaction is through digital transfers. (Santria, 2020: 15) So it can be understood that, broadly speaking, e-commerce is the process of buying and selling transactions carried out through online networks by marketing their products known as e-marketing where the internet is the place to carry out the process.

According to Kotler and Keller, purchasing decisions are an evaluation stage for consumers to form choices among existing brands and form intentions to purchase the most preferred product or brand. The purchasing decision process begins when the buyer realizes a problem need (problem recognition), where the buyer realizes that there is a difference between the actual condition and the condition he wants. After that, a consumer who begins to develop interest will be encouraged to seek more information so that he gets a collection of brands with various features (information search). (Muhammad, 2021: 37).

Purchasing decisions are problem-solving activities carried out by individuals in selecting appropriate alternative behaviors from two or more alternative behaviors and are considered the most appropriate action in buying by first going through the stages of the decision-making process (Hidayati, 2021: 20).

From the above definition, it can be concluded that purchasing decisions are a problem-solving activity carried out by consumers by evaluating various choices and consumer confidence to decide the right choice before buying a product through the stages of the decision-making process.

### **3. Methods**

In this research, the research method used is a quantitative method with a survey approach. This quantitative method involves the use of numbers in data collection and presentation. Researchers use data collection techniques such as literature studies, questionnaires, and interviews to obtain the necessary information.

Researchers used a questionnaire as a data collection technique. The questionnaire contains written questions or statements given to respondents to answer. This questionnaire is efficient to use when researchers want to measure specific variables and have a large number of respondents. Questionnaires can be given directly to respondents or sent via the internet. Apart from primary data obtained directly from the field, researchers also use secondary data. Secondary data is data that has existed before and is obtained from companies or other sources such as lecture materials, papers, the internet, and others. Secondary data is used as support for primary data in this study.

The research instrument used is a tool used to measure observed phenomena. This research instrument can be a questionnaire, questionnaire, or other tool in accordance with the research objectives. Research instruments are used to collect the data needed in this study. In this study, the research method used was a quantitative method with a survey approach. Researchers used data collection techniques such as literature studies, questionnaires, and interviews. In addition, researchers also use secondary data to support primary data. The research instrument used is a tool used to measure observed phenomena.

### **4. Data Collection**

Data collection is an important step in any research study. It involves gathering information and data to answer research questions or test hypotheses. In this study, researchers used various techniques to collect data.

The researcher collected primary data directly from the research site or through field research. This included conducting a literature review to gather theoretical knowledge and relevant references related to the social situation under study. The literature review involved gathering information from relevant journals, books, websites and other sources.

In addition, the researcher used questionnaires as a data collection technique. The questionnaires were distributed to Lee Cooper consumers in Bandung. Questionnaires are an efficient way to collect data when researchers know the variables to be measured and what can be expected from respondents. The questionnaire is very suitable for use when the number of respondents is large enough and spread over a wide area.

Interviews were also conducted as a data collection technique. Interviews are used to collect in-depth information from individuals or parties related to the object of research. Interviews are very useful for conducting preliminary studies to identify research problems and when the number of respondents is small.

Secondary data refers to data that is already available and obtained from sources such as company records, lecture materials, papers, and the internet. Secondary data is used to support primary data and provide additional information. A research instrument is a tool used to measure observed natural and social phenomena. In this study, researchers used a Likert scale as a research instrument. The Likert scale is used to measure the attitudes, perceptions, and opinions of individuals or groups towards social phenomena. The scale ranges from negative to positive, with each instrument having a gradation of values.

Data processing and analysis are important steps in research. In this study, researchers used Microsoft Office Excel and SPSS software to process and analyze the collected data. This software was chosen because of its ability to provide fast and accurate data analysis.

Descriptive analysis is a research method used to describe or describe the data that has been collected without making conclusions that apply to the public. This method is used to analyze independent variables, without making comparisons or connecting with other variables. In this study, researchers used a five-class interval to determine descriptive analysis.

### **5. Results and Discussion**

#### **Descriptive Analysis**

On the promotion variable through social media obtained from distributing questionnaires with 6 statement items given to respondents. Promotion through social media is measured using 4 dimensions, namely Context, Communication, Collaboration, and Connection. The following statements were given to respondents with the score results:

Table 4.8  
Respondents' Responses Regarding Promotion Through Social Media

No	Statement	Response Score					N	Actual Score	Mean Skor	Category
		SA	A	MA	D	SD				
		5	4	3	2	1				
Context										
1	The information conveyed by Lee Cooper's social media accounts (Tiktok & Instagram) is interesting.	21	38	36	3	1	99	372	3,75	Good
2	The information conveyed by Lee Cooper's social media accounts (tiktok & instagram) can be understood well.	13	23	38	19	6	99	315	3,18	Fairly Good
Communication										
3	Lee Cooper's social media accounts (tiktok & instagram) are fast in responding to customer inquiries	13	38	44	3	1	99	356	3,59	Good
4	Lee Cooper's social media accounts (tiktok & instagram) are friendly in responding to consumer inquiries.	14	23	42	15	5	99	323	3,26	Fairly Good
Collaboration										
5	Consumers and social media admins (tiktok & instagram) Lee Cooper often communicate.	18	38	30	12	1	99	357	3,60	Good
Connection										
6	Lee Cooper's social media accounts (tiktok & instagram) often update content.	29	33	29	7	1	99	379	3,82	Good
Total								2.102	3,53	Good

Based on table 4.8 regarding promotion through social media on Lee Cooper on Instagram and TikTok has an average value of 3.53 which is included in the good category. The lowest value is in the context dimension with an average value of 3.18 which is included in the good enough category, with the statement that the information conveyed by Lee Cooper's social media accounts (tiktok & instagram) can be understood well, the respondents think that the information conveyed by Lee Cooper's social media accounts is poorly understood because the content or information conveyed by Lee Cooper's social media has not attracted consumer attention because the content presented does not follow viral trends and lack of innovation in content creation so that consumers are still considering their purchasing decisions. Meanwhile, the highest value in respondents' responses to promotion through social media is in the connection dimension with an average of 3.82 with a good category, respondents think that Lee Cooper's social media accounts (tiktok & instagram) often update content, which means that consumers feel that Lee Cooper's social media regularly updates content. All statements that make up the social media promotion variable with a mean average score of 3.53 are in the good category, this shows that social media promotion at Lee Cooper can be concluded in the "good" category.

In the purchasing decision variable obtained from distributing questionnaires with 8 statement items given to respondents. Purchasing decisions are measured using 4 dimensions, namely product choice, brand choice, purchase time and purchase amount. The following statements were given to respondents with the score results:

Table 4.9  
Respondents' Responses Regarding Purchasing Decisions

No	Statement	Response Score					N	Actual Score	Mean Skor	Category
		SA	A	MA	D	SD				
		5	4	3	2	1				
Product Selection										
7	The products produced by Lee Cooper are made of good quality materials.	26	37	26	9	1	99	375	3,78	Good
8	Lee Cooper has a wide range of products.	21	45	19	11	3	99	367	3,70	Good
Brand Selection										
9	Choosing products from Lee Cooper because they believe in their quality.	21	33	38	6	1	99	364	3,67	Good
10	Choosing a product from Lee Cooper because it has a good brand reputation.	22	32	38	5	2	99	364	3,67	Good
Time of Purchase										
11	Buying products from Lee Cooper when there is a promotion on social	19	35	35	5	5	99	355	3,58	Good

No	Statement	Response Score					N	Actual Score	Mean Skor	Category
		SA	A	MA	D	SD				
		5	4	3	2	1				
	media accounts (tiktok & instagram)									
12	Purchase products from Lee Cooper based on need	25	25	41	5	3	99	361	3,64	Good
<b>Purchase Quantity</b>										
13	Purchase Lee Cooper products according to the amount needed at the time of purchase.	21	26	41	8	3	99	351	3,82	Good
14	Purchase Lee Cooper products based on product diversity.	12	31	42	12	2	99	336	3,39	Fairly Good
<b>Total</b>								<b>2.873</b>	<b>3,62</b>	<b>Good</b>

Based on table 4.9 above regarding purchasing decisions in Lee Cooper e-commerce, it has an average value of 3.62 which is included in the good category. The lowest value is in the dimension of the number of purchases, namely with the statement of buying Lee Cooper products based on product diversity with an average value of 3.39 and including a fairly good category and the highest value with an average of 3.82 with a good category. With the statement buying Lee Cooper products according to the number of needs when buying these products. All statements that make up the purchasing decision performance variable with a mean average score of 3.62 are in the good category, this shows that purchasing decisions on Lee Cooper e-commerce can be concluded in the "good" category.

## Hypothesis

Table 4.11  
Partial T Test Results and Results of Simple Linear Regression Analysis

Coefficients <sup>a</sup>						
Model		Unstandardized Coefficients		Standardized Coefficients	T	Sig.
		B	Std. Error	Beta		
1	(Constant)	2,397	1,692		1,417	,160
	Promotion_Social_Media	1,254	,078	,853	16,067	,000

a. Dependent Variable: Purchase Decision

In determining the acceptance or rejection of the hypothesis, the t table value must be known by determining the degree of freedom (df) is :

$$\begin{aligned}
 t_{\text{table}} &= (n - k - 1 ; \text{Alpha}/2) \\
 &= (99 - 1 - 1) ; (0,05/2) \\
 &= 97 ; 0,025 \\
 &= 1,988
 \end{aligned}$$

Based on table 4.11, the significance value is 0.000 < 0.05, so it can be concluded that the social media promotion variable (X) has an effect on the Lee Cooper product purchase decision variable (Y).

Based on the t value, it is known that the tcount value is 16.067 > t table 1.988, which means that H0 is rejected and Ha is accepted, so it can be concluded that the social media promotion variable (X) has an effect on the Lee Cooper product purchase decision variable (Y).

## Simple Linear Regression Analysis

Simple Regression can be defined as the effect between two variables only, which consists of one independent variable and one dependent variable and is also used to build equations and use these equations to make predictions. (Ahmaddien & Syarkani, 2019)

Based on table 4.12 above, the regression equation can be obtained from the Unstandardized Coefficients, where the largest constant coefficient is 2.397 with a standard error of 1.692 then the social media promotion variable has a coefficient of 1.254 with a standard error of 0.078 so that the regression model is formed as follows:

$$Y = a + bX$$

$$Y = 2,397 + 1,254X$$

From the regression equation above, it can be described as follows:

- 1) The constant value obtained is 2.397. The constant magnitude indicates that if the independent variable is assumed to be constant, the dependent variable, namely the purchase decision, will increase by 2.397%.
- 2) Social media promotion has a linear regression coefficient of 1.254. Stating that the social media promotion variable is 1 unit, the purchasing decision increases by 1.254%.
- 3) So, it is concluded that social media promotion has a positive influence on purchasing decisions for Lee Cooper products. If social media promotions increase, purchasing decisions will also increase.

### Correlation Coefficient Analysis

This analysis is used to determine the degree or strength of the relationship between the independent variables and the dependent variable. The following calculation results are obtained:

Table 4.13  
Correlation Coefficient Analysis Results

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.853 <sup>a</sup>	.727	.724	3,418
a. Predictors: (Constant), Social Media Promotion				
b. Dependent Variable: Purchase Decision				

Table 4.14  
Interpretation of the Correlation Coefficient

Coefficient Interval	Relationship Level
0,000 – 0,199	Very Weak
0,200 – 0,399	Weak
0,400 – 0,599	Medium
0,600 – 0,799	Strong
0,800 – 1,000	Very Strong

Based on table 4.13, it shows that the correlation coefficient obtained is 0.853, which means it is included in a very strong correlation. This shows that social media promotion has a very strong relationship with purchasing decisions.

### Coefficient of Determination Analysis

The coefficient of determination is used to measure how well the model can explain the variation in the dependent variable. The coefficient of determination is a percentage and shows the volatility of the dependent variable value that can be explained by the regression model.

Table 4.15  
Results of the Coefficient of Determination

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.853 <sup>a</sup>	.727	.724	3,418
a. Predictors: (Constant), Social Media Promotion				
b. Dependent Variable: Purchase Decision				

Based on table 4.15, it can be seen that the strength value of the coefficient of determination in this study is indicated by the adjusted R Square value of 0.727. This means that social media promotion has an influence on the purchasing decision variable by 72.7%, while the remaining 27.3% is the contribution of other variables not examined.

This research was conducted on consumers who have seen social media promotions and purchased Lee Cooper products in Shopee e-commerce. The number of respondents needed in this study is 99 consumers aged 18 years to more than 30 years old. If identified more deeply, the most respondents based on age range are respondents aged 18-35 years with a total of 68 people. This means that respondents aged 18-35 years are more active in seeing promotions through social media. For respondents based on gender, there were 62 male respondents and 37 female respondents. And when viewed from a professional point of view, the number of respondents who dominate in this research are

respondents who work as private employees as many as 40 people. This is considered because private employees often see and buy products from Lee Cooper to always look trendy.

Based on the results of the research that has been examined by researchers, which shows that the condition of the variables related to this study is generally said to be very good. The results obtained are based on data validity testing which shows that all data items used in this study have been declared valid as a whole and can be used as measuring instruments because the calculated  $r$  value obtained is greater than the provisions of the  $r$  table value. Meanwhile, after testing the validity of the data, the next step is to determine the results of the reliability test which shows that the two research variables are reliable because the value obtained is greater than the value of the provisions as a guideline.

Based on partial data hypothesis testing, it can be obtained that the social media promotion variable has a positive influence on purchasing decisions and is also significant. This means that if there is an increase in social media promotion that increases, it will tend to have an impact on the increase in consumer purchasing decisions and also have a direct effect on the level of sales productivity of Lee Cooper. However, based on the results of this partial  $t$  test research, for more details, it can be explained in the information below as follows.

### **The Effect of Promotion Through Social Media on Lee Cooper's Purchasing Decisions**

Based on the results of this study, it shows that social media has a positive and significant effect on purchasing decisions on Baba perfume products. The results of this study have similarities with research conducted by (Humairah & Haryanti, 2021) with the title The Effect of Social Media and Trust on Product Purchasing Decisions at Yuikaa Shop Bima.

The results of the analysis of the coefficient of determination of this study can be observed from the adjusted  $R^2$  value where most of what influences the Lee Cooper product purchasing decision is influenced by promotion through social media for the remaining percentage of its influence is influenced by other variables which are external factors to this study. And the variables contained in this study have a fairly dominant influence on purchasing decisions for Lee Cooper products. This can be a consideration for business people to increase the development of their business both in marketing in the form of promotion on social media.

TikTok and Instagram social media accounts are managed as attractively as possible to attract enthusiastic consumer purchasing decisions. Promotion through social media tiktok and instagram whose enthusiasts are from young to old people who make this social media more effective in attracting consumer interest in making purchasing decisions. Of the two social media, namely Instagram and TikTok, the more dominant social media is TikTok because it gets more likes on posts, and also TikTok is easier to understand the features in the TikTok social media application and makes it easier to do marketing on TikTok social media.

TikTok social media can be accessed at any time, both from computers and cellphones. With tiktok, it is possible to filter the target market with the right target based on the information presented. This social media is also always connected as a means of communication with the business world, so that this business is well maintained throughout the ages.

## **6. Conclusion**

Based on the results of research on the e-commerce shopee brand Lee Cooper in the city of Bandung and based on data analysis in Chapter IV, it can be concluded that:

1. Responses regarding the statement of promotional variables through social media (X) as a whole amounted to 3.53 which is in the good category, but there is still an average with a low value of 3.18 this is because the delivery of information conveyed by Lee Cooper's social media accounts is not well understood because the content or information conveyed by Lee Cooper's social media has not attracted the attention of consumers because the content presented does not follow viral trends and lack of innovation in content creation so that consumers are still considering their purchasing decisions. In addition to the delivery of information that is not understood, Lee Cooper's social media accounts are also less friendly in responding to consumer questions so that consumers do not get the response they want.
2. Responses regarding the statement of the purchasing decision variable (Y) as a whole amounted to 3.62 which is in the good category, but there is still a low average value of 3.39 which is in the bad category, this happens because consumers do not buy Lee Cooper products based on the diversity of products in Lee Cooper's e-commerce shopee. Because in e-commerce shopee Lee Cooper the products offered are indeed diverse, but in terms of size or color desired by consumers, they are not diverse so that consumers consider purchasing decisions.
3. Based on the results of the partial hypothesis test ( $t$ -test), it can be seen that the effect of promotion through social media with a  $t$  count value of  $16.067 > t$  table 1.988 with a significance value of  $0.000 < 0.05$  so it can be concluded that the social media promotion variable (X) has a significant effect on the variable purchasing decision for Lee Cooper products (Y).



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## **Biography**

**Hadi Ahmad Sukardi** is a lecturer at Universitas Sangga Buana Bandung who is placed in the Management Study Program, apart from being a lecturer he is also an Editor of the JEMPER Journal, besides that he is also the Head of the Management Laboratory and the Chief Executive of the USB Investment Gallery and is now undergoing a Doctoral Study Program in Management Science at the Universitas Pendidikan Indonesia.

**Anna Yuniar** is a student of Universitas Sangga Buana Bandung who takes Management Study Program and works as an employee in a private company in Bandung.

**Ahmad Zulfahmi Ubaidillah** is a lecturer at Universitas Sangga Buana Bandung who is placed in the Accounting Study Program, apart from being a lecturer he is also a Teacher Trainer through the Ministry of Education and Culture's program, namely Sekolah Penggerak, besides that he is also the Head of the Business Incubator Section and Indonesian Language Subject Coordinator.

**Agrie Wahyudi Kharisman** is a lecturer at Universitas Sangga Buana Bandung who is placed in the Management Study Program, apart from being a lecturer he is also an Entrepreneur and Mentor at the Business Incubator and carries out his duties as Head of Infrastructure Facilities.

**Tanto Trisno Mulyono** is a lecturer at Universitas Sangga Buana Bandung who is placed in the Communication Studies Program, apart from being a lecturer he is also a Photographer and a Trainer in Digital Marketing and carries out his duties as Head of the Communication Science Laboratory.